



Your banker works

For You

As a depositor or borrower, you value privacy in money matters. Your banker protects that privacy. Your banking transactions are not open to the eyes and ears of your competitor, your neighbor, your community.

In other words, the manager of your branch bank and his whole staff are working for you.

Contrast this Canadian way with conditions in lands where freedom is denied—where every bank is a political tool, every banker a public official working for the State! State monopoly of banking, proposed by Socialists here, would open your banking transactions to political intrusion.

SPONSORED BY YOUR BANK

A Spanking Helps

(Vancouver Sun)

Despite the nonsense written in recent years in the name of "child psychology" there are a fair number of old-fashioned parents who continue to think boys and girls will be better if, from time to time misconduct is corrected verbally, and the correction sealed with the back of a hair brush at the seat of the trouble.

This is not for a moment to advocate cruelty, or harshness, or anything that will alienate a child from

its parents, or create mental and emotional "shocks" at a formative stage.

But a colossal amount of sentimental poppycock is uttered by self-styled experts in bringing up children. Indeed, it is a well known cause of many smiles that one of the most famous teachers of child psychology in Canada for years was known among his pupils as the father of a set of thoroughly unruly offspring.



Minds don't come in a package!

Thousands of boys and girls in Alberta have never been to school. Never known the personal guidance and interest of a teacher. They are taught by correspondence—and minds don't come in a package. Better than nothing you say? Of course—but isn't the education of our young people the most important duty we have? Shouldn't we be as concerned about it as we are about roads, or health, or minerals? Let's make education the first consideration of the Province. Express your opinion to your M.L.A. In the minds of children today is what Alberta will be tomorrow.

This advertisement inserted by Alberta Educational Council with 14 supporting provincial and many local organizations.



The swing to one side has made itself felt in coats, suits and dresses, and now in lingerie as well. At any rate, this dainty nightgown takes a one-sided slant. It is of powder blue crepe in a sheer weave, garnished with cream Alençon type lace. The lace is worked in points across the top forming one sleeve, the other side held by a shoulder strap. The bodice is fitted, the skirt gathered, and the gown is closed at one side with a zipper.

CARNIVAL QUEEN



—Central Press Canadian
Shirley Williams, 18, above, chosen queen of the winter carnival at Fort William, Ont., wears her crown. The festival was highlighted by a huge parade, dog team races, log sawing competition and beard contest.



Now
a Little Cripple
can run and play

If only you could see the sad faces of those little children! Because some have little twisted feet or legs. Some suffer from internal ills. Some have cleft palates or serious eye ailments. And if only you could see the glow of happiness on those little faces when they come from our Junior Red Cross hospitals perfectly normal again just like other little children.

That is one reason why you will want to give generously to the Canadian Red Cross. Your donation will help to restore sick or crippled youngsters to health and happiness. It will also help to provide Free Blood Transfusions to all who need them; to support Outpost Hospitals; to send relief in case of disaster; to assist veterans in hospitals.

Your donation will help relieve pain and bring comfort and happiness. Give generously to the Red Cross.

Red Cross services also include: Nutrition Services, First Aid and Home Nursing Courses, Swimming and Water Safety, Women's Work Activities, Sick Room Loan Cupboards, etc.

This is YOUR work — GIVE!

When considering your donation, remember that this year the Canadian Red Cross needs 5 Million Dollars—40% more than the previous appeal.



CANADIAN RED CROSS

"LETTERS FROM THE KREMLIN"



Fitzpatrick, in The St. Louis Post-Dispatch.

First Picture of the New DeSoto 4-Door Sedan



Typical of the brilliantly-styled new DeSoto cars is the Custom 4-door sedan shown above. Designed to take advantage of all the beauty of modern design, the new DeSoto is much roomier inside, yet its overall length, width and height have been reduced for easier handling and parking. The new DeSotos have increased visibility, a more powerful engine and dozens of other improvements.